

REMARKS

In the Office Action mailed on August 9, 2007 the Examiner noted that claims 1-15 were pending, and rejected claims 1-15. Claim 1 has been amended for clarity purposes, no claims have been canceled, no claims have been added and, thus, in view of the forgoing claims 1-15 remain pending for reconsideration which is requested. No new matter has been added. The Examiner's rejections are traversed below.

RESPONSE TO ARGUMENTS

On page 2, item 6 of the Office Action, the Examiner states that the English Translation of Applicant's Foreign Application was not received, therefore, U.S. Publication No. 2001/0037316 to Shiloh is still valid prior art since it is before Applicant's U.S. filing date.

Shiloh is based on a U.S. Provisional Application filed on March 23, 2000. However, the priority date of this application is January 17, 2001, which is prior to the March 22, 2001, filing date of the complete application of Shiloh. An English language translation of the certified copy of the priority application is enclosed to overcome the prior art status of the portion of Shiloh not included in the U.S. provisional application of Shiloh, which is the "new matter" added with respect to the provisional application disclosure, when filing the complete Shiloh application.

REJECTION under 35 U.S.C. § 102(e)

In the Office Action, on page 4, claims 1-15 stand rejected under 35 U.S.C. §102(e) as being anticipated by Shiloh (U.S. Publication No. 2001/0037316).

Regarding the rejection of claims 1-15 under 35 U.S.C. § 102(e) as being anticipated by Shiloh.

Claim 1 recites "**communicating** virtual personal information...**in a virtual city** within the virtual world".

Claim 2 recites "**making a commercial transaction in a virtual world**...based on virtual personal information".

Claim 9 recites "**converting the virtual personal information**...of a virtual world...including a virtual address in a virtual city within a virtual world".

Claim 12 recites "**commercial transactions** being made **between a first virtual individual and an arbitrary one of virtual shops**".

It is respectfully submitted that neither Shiloh nor the provisional application of Shiloh discloses the aforementioned features of claims 1, 2, 9, and 12. Rather, Shiloh is directed to a method and system for securing user identities and creating virtual users to enhance privacy on a communication network. As described in Fig. 1, the system includes an Anonymous Virtual Personality Provider ("AVPP") real world site 22 and an AVPP Internet site 24. (see Shiloh, paragraph [0045]). The AVPP real world site communicates with real user 10 who is completely anonymous via Internet, but is known to the AVPP real world site 22. The user 10 accesses the Internet 12 with a virtual personality 110 to engage in various activities. (see Shiloh, paragraph [0028] and [0046]). For example, the user 10 may purchase goods from a website of an electronic retailer ("e-tailer") 14, participate in chat rooms or games 16, or surf the Web using a search engine 18. As a result, a real user using a virtual identity may communicate to the real world.

Further, the provisional application of Shiloh describes **using virtual accounts with Virtuality to research and shop the internet, e.g. taking care of all real world needs, without using your real identity** (see provisional application of Shiloh, page 2, lines 2-4). Therefore, neither Shiloh nor the provisional application of Shiloh teach or suggest communicating or making commercial transactions **in a virtual world**. Thus, it is respectfully submitted that claims 1, 2, 9, and 12 patentably distinguish over both Shiloh and the provisional application of Shiloh. The dependent claims patentably distinguish over both Shiloh and the provision application of Shiloh for the same reasons as their respective base claims.

Accordingly, Applicants respectfully requests withdrawal of the rejection.

CORRECTED INFORMATION DISCLOSURE SHEET

Attention is respectfully directed to the Office Action mailed on January 12, 2007, where the Examiner crossed out the references AG and AH listed in the "List of References cited by Applicant" (e.g. Form PTO-1449). Applicants respectfully request that the Examiner consider the references AG and AH as cited in the Information Disclosure Sheet with respect to the abstract which was submitted in English. Further, the Applicants have enclosed a corrected version of the PTO-1449 Form indicating the Abstract as the English translation. Therefore, it is respectfully submitted that Examiner consider references AG and AH.

CONCLUSION

In accordance with the foregoing, it is respectfully submitted that all outstanding objections and rejections have been overcome and/or rendered moot. Further, all pending

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claims patentably distinguish over the prior art. There being no further outstanding objections or rejections, it is submitted that the application is in condition for allowance. An early action to that effect is courteously solicited.


Finally, if there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.

If any further fees, other than and except for the issue fee, are necessary with respect to this paper, the U.S.P.T.O. is requested to obtain the same from deposit account number 19-3935.

Respectfully submitted,

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